

HOLLAND CHORALE
BOARD OF DIRECTORS MEETING
NOVEMBER 11, 2018
LINKS CLUBHOUSE

PRESENT: Carol Bechtel, Past President; Julie Anderson, Treasurer; Sally Zenas, Secretary; Pam Pierson, Jen Ritsema, Brian Carder, Doug Wachter, Que-Lan Engels, Carol Zeh, Jennifer Brunk, Operations Manager; Patrick Coyle, Artistic Director

GUEST: Rachel Dion, Student Intern

ABSENT: Pam Wells, President; Mihai Craioveanu, Vice President; Phil Konczyk, Liz Colburn, Jean Lemmenes

CALL TO ORDER: Carol Bechtel called the meeting to order at 7:00 pm.

MINUTES: A motion was made and seconded to accept the minutes of the October 1, 2018 meeting. Motion approved unanimously.

ADDITIONS TO THE AGENDA: Bylaws homework. Sally handed out highlighted pages of the bylaws with the request that board members come to the December meeting prepared to make minor changes.

EXECUTIVE COMMITTEE REPORT:

TIMELINE UPDATE: Tabled

NEW BOARD MEMBER UPDATE: Due to prior commitments, Jane Hofmeyer is unable to serve on the board at this time. Members present were asked to send Pam Wells names of possible candidates to serve as Members-At-Large. Carol B. asked Jennifer and Sally to check on term expiration dates of current board members.

VOLUNTEER JOB DESCRIPTION UPDATE: Sally has received the following **Member job descriptions:** Wardrobe Coordinator, Volunteer Coordinator, Dickens Quartet Coordinator, Rehearsal Manager and Stage Manager. **Librarian job description still needed.**

Board Member job descriptions submitted are: Marketing/Communications Manager, Adventures in Harmony Event Planner and Ticket Manager. **Board member job descriptions are still needed for:** Grand Night for Singing Event Planning, Fall Fundraiser Event Planning, Good Will Ambassador, Advertising Director, Operations Committee, Development Committee, Strategic Planning Committee, Individual Fundraising and Sponsorship Chairs. Please send job descriptions to the secretary.

COMP TICKETS FOR PAST ARTISTIC DIRECTORS: The Executive Committee will continue to discuss this. Patrick's contract states that he is entitled to 2 complimentary tickets for each concert during his current tenure as Artistic Director.

OPERATIONS MANAGER'S REPORT:

Jennifer handed out her monthly report. Year-end letters are ready for mailing, and it is necessary for her to work more than her contracted 10 hrs/wk at this time of year to stay on top of things. She is trying to identify tasks that she can have board members do and not be delinquent with time sensitive duties. The conversation will continue next month on whether we can pay her for more hours. Jennifer introduced Rachel Dion, a Hope College Intern responsible for press releases and social media this semester.

WORKING BOARD UPDATES:

ARTISTIC COMMITTEE: Patrick reported that the Artistic Committee met last night for a long meeting. The Fall Concert was evaluated and things are in place for the Holiday Concert. Patrick will hold auditions January 6, 2019 and some of Brad Richmond's former students may join the Chorale so they can work under his direction during Patrick's sabbatical. Artistic Committee members are posted on the website.

OPERATIONS COMMITTEE: Jen R. reported that most members have turned in signed Harassment Policies. She will collect dues again in January.

ADVENTURES IN HARMONY: Pam P. reported that Adventures in Harmony 2018 turned out very well and there has been lots of positive feedback. The students and audience loved the guest performers. Less money was spent than in the past, in part because the clinician did not require air fare. Pam had a wrap-up meeting with the school music teachers, including Patrick and Jennifer. It was an excellent opportunity to celebrate the diversity of the Holland area and for the students to be collaborative with girls from other schools. The financial report will not be final until reimbursement is received from the schools.

AD SALES AND GOOD WILL AMBASSADOR: Brian is doing a follow-up mailing to thank advertisers and assisting Jennifer with other thank you letters.

INDIVIDUAL FUNDRAISING: no report.

COMMUNICATIONS/MARKETING: Carol Z. reported that the posters and bookmarks are ready for the Holiday concert, and she will start email blasts this week to promote the Holiday concert. This year the Dickens Carolers will have bookmarks to distribute when they perform.

INTERN REPORT: Rachel Dion, a Communications and Theater major at Hope College, has been working with Jennifer since September. She created a press calendar for the 2018-2019 season, generated a new Instagram account and wrote press releases for the Fall concert. Board members expressed their appreciation and would like to provide opportunities for other interns to work with the Chorale in the future. Rachel will work with Jennifer through December.

GRANTS: Pam P. reported that the final report for MCACA has been submitted. Preparing the final report is just as lengthy as applying for the grant itself. She will send the

narratives to all board members asking for input that will be helpful in the future. This will be beneficial for new board members as well. She will be requesting more demographic information from board members when she begins the application process for next year.

SPECIAL EVENTS:

-Grand Night for Singing: Carol B. reported that the date and place have been set for 2019: Thursday May 23 at Baker Lofts, Holland. The committee consists of Carol Bechtel, Janet Morrow, Liz Colburn, Alena Howard and Debbie Wachter.

-Fall Fundraiser: Que-Lan reported that she had the best committee, great auction items, great auction items, great band and raised \$5,000, which was her goal. Everyone had lots of fun and the costumes were fabulous. Committee members for *Peace, Love and Music* were: Que-Lan Engels, Carol Zeh, Ruth Sill, Alena Howard, Lara Helmus, Nancy Lohman, Jill Lenniger, Jill DeVries, Sandy Buller and Lee Bosco. There will be a wrap-up meeting next week.

TICKET MANAGER: Concert attendance for the Fall Concert was 141. Patrick requested weekly ticket sales reports from the Ticket Manager from now until the Holiday Concert, which he will share with members at rehearsals. Sally reported that both she and Ruth Hofmeyer will be traveling on the date of the Holiday Concert. Pam and Dale Pierson and Susan Formsma have agreed to cover ticketing duties for the concert.

ADVERTISING: Doug will be contacting area radio stations for Holiday Concert spots and Patrick is happy to do radio interviews. Rachel will do press releases and social media promotion.

STRATEGIC PLANNING: No report.

MEETING ADJOURNED at 8:40 pm.

UNFINISHED BUSINESS: 1) More discussion on waiving dues for member volunteers.

2) Board members must sign Harassment Policy.

Sally Zenas, Secretary

Next Executive Committee Meeting: November 19, 2019 – 6:30 – Panera Bread, Holland

Next Board Meeting: December 3, 2018 (6:45 Social time; 7:00 Meeting start) – The Links Clubhouse. Refreshments: Pam Pierson, Sally Zenas

NEXT CONCERT: SUNDAY DECEMBER 13, 2018 – 3:00 PM – FIRST REFORMED CHURCH, HOLLAND